

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: James Clark et al.

Confirmation No. 4571

Serial No.: 09/864,360 Examiner: Annan Q. Shang

Filed: May 23, 2001 Group Art Unit: 2617

For: CONTENT DISCOVERY AND DIFFERENTIAL ADVERTISING IN  
VIDEO DISTRIBUTION NETWORKS

Date: May 1, 2006

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL AMENDMENT**

Supplemental to the Amendment filed with a Request for Continued Examination filed on April 24, 2006, applicant provides a Summary of Interview by telephone with Examiner Shang held on March 7, 2006. This summary was inadvertently omitted with applicants' last response.

Summary of Interview begins on page 2.

## INTERVIEW SUMMARY

Please accept the following statement regarding the substance of the telephonic interview between Examiner Annan Q. Shang and Derek Meeker, attorney for applicants, initiated by Mr. Meeker on March 7, 2006.

The interview included discussions of the claim rejections, including the rejections of claims 1, 9, and 27 in reference to Herz et al U.S. Patent No. 5,758,257 ("Herz"). According to a suggestion by the Examiner, amendments have been made to the claims for clarification.

**Customer No. 20575**

Respectfully submitted,

MARGER JOHNSON & McCOLLOM, P.C.



Derek Meeker  
Reg. No. 53,313

MARGER JOHNSON & McCOLLOM, P.C.  
210 SW Morrison Street, Suite 400  
Portland, OR 97204  
503-222-3613